

# Competing in the 21<sup>ST</sup> Century.

## Agricultural Outlook Forum 2003



**February 20-21, 2003  
Arlington, Virginia**

- 🌿 2003 Commodity Prospects
- 🌿 Emerging Export Competitors
- 🌿 Farming under New Programs
- 🌿 Coping with Regulations
- 🌿 Shifting Consumer Preferences
- 🌿 Ensuring Food Safety
- 🌿 Impact of El Niño

Sharpen your strategic focus at USDA's 79th annual Agricultural Outlook Forum. Noted experts, industry leaders and producers will discuss many facets of competing in domestic and world markets.

The program will examine growing competition from Central and Eastern Europe, Brazil and Asia, as well as progress in WTO negotiations.

Focus sessions will highlight many challenges producers face in the competitive arena, ranging from the growing complexity and cost of regulation, to dealing with food safety and changing eating habits.

As always, leading analysts will be on hand to debate planting, trade and price prospects for farm commodities for the year ahead. Attendees will receive new 10-year commodity projections from USDA.

Networking opportunities abound at the Forum, which attracted 1,400 attendees last February. Register now for the best value. See full details at [www.usda.gov/oce](http://www.usda.gov/oce).